



Sponsorship & Hosting Opportunities 2015

Why Vendorcom?

As we head into 2015 we wanted to let you know about the sponsorship and hosting opportunities coming up in the next 12 months and how you can get involved.

Vendorcom is best placed to help support your business by:

- Building a deeper knowledge of what's going on in the sector, not only in terms of technology, but also legislation, regulation, security, data protection, consumer readiness, costs and many other factors.
- Being more credible and relevant to partners and customers;
- Increasing confidence when briefing senior management and investors about market developments and opportunities;
- Helping you readily access an efficient channel of communication to important industry stakeholder groups;
- Being part of a dynamic, business focused networking group - many organisations justify their membership based on the networking, introductions, and business opportunities created through their participation in Vendorcom activities;
- Proving the opportunity to demonstrate its collaborative credentials and be in the thick of the action;
- Exploiting an increased corporate profile with leading influencers and decision makers in card schemes, acquirers, payment processors, solution providers, standards bodies, regulators and merchants/retailers.

There are multiple sponsorship options available for our members, ranging from exhibition stands at our Connecting Payment Events throughout the year through to sponsoring specific areas of interest at our monthly Special Interest Groups. We have packages available to suit all member levels and we can provide bespoke sponsorship packages according to your budget and needs.

Sponsoring a Vendorcom activity offers the perfect opportunity to raise your organisation's profile with both the supply side of the industry and increasingly the wider 'end user' merchant/retailer community. Sponsoring a Vendorcom event will also demonstrate your company's credentials as a thought leader in this industry sector as we try to enable merchants to take payment from customers more effectively and securely.

Industry Issues	Consumer/Merchant Sectors
<ul style="list-style-type: none">• Contactless & Mobile	<ul style="list-style-type: none">• Hospitality & Leisure
<ul style="list-style-type: none">• Crypto / Digital Currencies	<ul style="list-style-type: none">• Public Sector
<ul style="list-style-type: none">• Identity & Authentication	<ul style="list-style-type: none">• Retail
<ul style="list-style-type: none">• Payment Innovation	<ul style="list-style-type: none">• Small & Independent Merchants
<ul style="list-style-type: none">• Legislation & Regulation	<ul style="list-style-type: none">• Transport & Ticketing
<ul style="list-style-type: none">• Payment Security & Risk Management	

Social & Networking Evenings

Our Social & Networking Evenings are still proving to be as popular as ever, with numbers regularly exceeding 100, as we continue to seek to create relaxed, fun and most importantly, conducive environments for the industry to come together, furthering existing relationships and forging new ones. We will be running 9 Social & Networking evenings in 2015.



Key Dates and further opportunities:

18th March - Waxy O'Connors, London

As this Social & Networking Evening falls the day after St Patrick's day, we felt it would be fitting to head to London's favourite Irish bar, Waxy O'Connor's. Just a few minutes' walk from Leicester Square and Piccadilly Circus, we will be taking over the Cottage Bar with enough space for 100 people to join for a pint of Guinness and a relaxed evening of networking.

22nd April - TBC, London

13th May - TBC, London

15th July - Roof Terrace, 1 Paternoster Square, London

In July we will be heading out onto the roof terrace at 1 Paternoster Square, overlooking St Pauls Cathedral. Hopefully, with the sun shining, we can enjoy an evening of relaxed networking.

14th September - Silverstone

Ahead of our September Connecting Payments Conference we will be heading to Silverstone to enjoy an evening of networking. Here there will be an opportunity to *sponsor the F1 Simulator for £1500+VAT*.

14th October - TBC, London

7th December - TBC, London

Social & Networking Evenings Cont'd...

Sponsorship Opportunities:

Lead Sponsor - £3000+VAT

- Logo and link on all invitations as 'Sponsored by';
- Logo and Link on event page on Vendorcom website;
- Pop up stand can be displayed at the event (if provided by sponsor);
- Logo on name badges co-branded with Vendorcom;
- Branded table signs at event: '**Sponsored by**';
- 10 delegates free of charge.

Food/Drink Sponsor - £2000+VAT each

- Logo and Links on all invitations as 'Supported by';
- Logo and Link on event page on Vendorcom website;
- Pop up stand can be displayed at the event (if provided by sponsor);
- Branded table signs at event: '**Supported by**';
- 5 delegates free of charge each.

Party of Parties

Now in its 6th year, we will be holding two Party of Parties in 2015, the first will be held on Wednesday 9th June in 2015 during PayExpo and the second on the 4th November at the PCI SSC Community Meeting in Nice, France.

Party of Parties provides a focal point for up to 10-15 companies to host guests in one exclusive venue. This enables attendees to join their host company for part of the evening but will also be able to network more widely. By sponsoring the event, you will have the opportunity to invite your colleagues, customers and prospects for an evening of networking with **up to 400 delegates**.

In previous years, we have taken over the top floors of the Gherkin in London, the Guinness Store House in Dublin, Chelsea FC in London and Ma Nolan's in Nice.

Key Dates:

9th June - Aloft ExCel, London



Sponsorship Opportunities:

Lead Sponsor - £4000+VAT (1 available)

- One overall Title Sponsor;
- Branding as 'In Association with...';
- 5 exclusive poseur tables with company branding;
- Up to 50 specifically invited, named guests free of charge;
- First phase of invitations - ahead of main Vendorcom mailing;
- Bowl food and Drinks for all guests;
- Sponsor's banner at event;
- Badges will be produced for all delegates with Vendorcom and Lead Sponsor's logo;
- Recognition on the Vendorcom event website with a logo and hyperlink to the sponsor's website;
- Sponsor's logo on event HTML emails, including hyperlink to the sponsor's website;
- Follow up email from Vendorcom on behalf of Sponsor to all attendees and registered delegates.

Table Sponsor - £1000+VAT (10 available)(non-member rate £1500)

- Branded as 'Supported by..' sponsor;
- Poseur Table sponsors will be allocated an exclusive poseur table with company branding;
- Up to 10 specifically invited, named guests free of charge;
- Bowl food and Drinks for all guests;
- Recognition on the Vendorcom event website with a hyperlink to the sponsor's website;
- Hyperlink to the sponsor's website on event HTML emails.

Party of Parties Cont'd...

4th November - Nice, France



Lead Sponsor - £15000+VAT (1 available)

- One overall Title Sponsor;
- Branding as 'In Association with...';
- 10 exclusive poseur tables with company branding;
- Up to 100 specifically invited, named guests free of charge;
- First phase of invitations - ahead of main Vendorcom mailing;
- Bowl food and Drinks for all guests;
- Sponsor's banner at event plus further branding opportunities TBC;
- Badges will be produced for all delegates with Vendorcom and Title Sponsor's logo;
- Recognition on the Vendorcom event website with a logo and hyperlink to the sponsor's website;
- Sponsor's logo on event HTML emails, including hyperlink to the sponsor's website;
- Follow up email from Vendorcom on behalf of Sponsor to all attendees and registered delegates.

Supporting Sponsor - £7500+VAT (2 available)

- Branded as 'Supported by..' sponsor;
- 4 exclusive poseur tables with company branding;
- Up to 40 specifically invited, named guests free of charge;
- Bowl food and Drinks for all guests;
- Sponsor's banner at event (provided by sponsor);
- Recognition on the Vendorcom event website with a logo and hyperlink to the sponsor's website;
- Sponsor's logo on event HTML emails, including hyperlink to the sponsor's website.

Table Sponsor - £1500+VAT (10 available)(non-member rate £2000)

- Poseur Table sponsors will be allocated an exclusive poseur table with company branding;
- Up to 10 specifically invited, named guests free of charge;
- Bowl food and Drinks for all guests.

Connecting Payments Conferences

Our quarterly Connecting Payments Conference often attracts over 120 delegates, as we bring you the most up to date and innovative speakers in the payments industry. There are opportunities to sponsor and exhibit at our conferences.



9-10th June - PayExpo (Excel, London)

This Connecting Payments Conference will be held at PayExpo this year during the two days - for more information please click [here](#).

15th September - Silverstone

As well as the options below, there is also the chance to sponsor a *business card drop* at Silverstone, with the winner getting a lap round the track once the conference is finished. *This opportunity will cost £1000+VAT.*

8th December - TBC, London

Lead Sponsor - £3000+VAT (1 company per conference)

- Logos and link on all invitations as 'Sponsored by';
- Logo and Link on event page on Vendorcom website;
- Table to exhibit with space for a roller banner;
- 5 delegates free of charge;
- Branding on conference hand outs;
- Seat drop of an A4 leaflet or brochure;
- Logo on name badges co-branded with Vendorcom.

Networking Sponsor - £1500+VAT (5 companies per conference)

- Links on all invitations as 'Supported by';
- Logo and Link on event page on Vendorcom website;
- Space for a roller banner;
- 3 delegates free of charge.

Special Interest Groups (SIGs)

To meet Vendorcom's objective of equipping the payment community to deal with the challenges it faces when new initiatives and standards are introduced, we support a number of Special Interest Groups (SIGs) in the community. These are primarily aimed at providing an opportunity for knowledge sharing on specific industry issues or discrete merchant market sectors as the need arises. All SIGs take an omni-channel perspective, ensuring that ecommerce/remote payments are considered in equal measure with physical/in-store payments. Merchants from all categories are invited to contribute to SIGs.

Meetings will take a variety of formats depending on the content being covered. Typically these will take the form of seminar style knowledge sharing and/or facilitated roundtable discussions with all sessions encouraging strong interaction and debate.



Sponsorship Opportunities:

Lead Sponsor - £2500+VAT (1 company per SIG)

- Logos and link on all invitations as 'Sponsored by';
- Logo and Link on event page on Vendorcom website;
- Space for a roller banner;
- 2 delegates free of charge;
- Seat drop of an A4 leaflet or brochure;
- Logo on name badges co-branded with Vendorcom.

We are always looking for venues to host our Special Interest Groups. These are round table sessions for around 25 delegates, from 0930 to 1530. The room would need to include a projector and screen, and be able to cater for tea/coffee and a sandwich lunch either in the same room or in an adjoining room. Please see the event calendar for SIG dates and let us know if you have the ability to host.

Interested in Becoming a Sponsor or Partner?

We offer bespoke sponsorship and partnership opportunities. For more information contact: Lesley Fryer - Head of Engagement - [Email me](#) or speak to me directly on 07710591109